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# DEVELOPMENT OF MARKETING GEOGRAPHY IN INDIA

R. S. DIXIT

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Sector O, Aliganj Housing Scheme  
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### I. INTRODUCTION

Marketing Geography is a new off-shoot from the trunk of geographical science. Marketing is a geographic phenomenon in the sense that the exchange of goods and services does manifest spatial dimension which provides raison d'être for a geographic study of marketing. William Applebaum is regarded as the chief architect of marketing geography as a distinct field of study in the United States. He identified this sub-field during the early 1950s. Applebaum defined marketing geography as "concerned with the delimitation and

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\* On this paper, an Internal Seminar was given at the Giri Institute of Development Studies, Lucknow (December 6, 1996).

\*\* ICSSR Senior Fellowship Awardee, Giri Institute of Development Studies, Lucknow

measurement of markets and with the channels of distribution through which goods move from producer to consumer' (1954, p.246). During the early 1960s, R.E. Murphy laid great emphasis on the fact that marketing geography had come of age. Credit goes to J.R. Bromley (1971; 1974a,b; 1979) for presenting several lists on literature on marketing geography in the form of review and bibliographies during the 1970s. With the establishment of the International Geographical Union Working Group on Market Distribution System/Market Place Exchange Systems (1972-73), the formative process of marketing geography rapidly started taking place. Smith (1979, 1980) contributed to this sub-field by presenting two very significant papers on 'review and prospect'. In 1985, Gormsen edited the 15th Newsletter of the Working Group in which he included the bibliography compiled by Wayne MC Kim in this area of geography.

After the termination of the term of the Working Group on Market Place Exchange Systems (1984), a new unit "Geography of Commercial Activities", had come into being to continue the research activities as per approval of the General Conference of the International Geographical Union held in Paris (1984). Later, this group converted into a Commission of the I.G.U. (1988). And now under the banner of the "I.G.U. Commission : Geography of Commercial

Activities", this sub-field of geography is developing in all its forms over the globe.\*

The objective of the present endeavour is to trace out the development of Marketing Geography in India including various significant perspectives of the development.

## 2. DEVELOPMENT OF MARKETING GEOGRAPHY

The documental works are the invaluable documents of marketing geography as these include the list of references, reviews, bibliographies, and inventories on this area of study. On the basis of the entire literature given in these documents, the overall development or the progress taken place in respect of various dimensions can be presented systematically. Hence, the other dimensions are : research papers, research projects - both doctoral and non-doctoral projects, text book project and text books, and research books on marketing geography. In addition to this, some light has also been thrown on other research activities relating to marketing geography viz., academic meets and academic organizations as well.

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\* Note: In the I.G.U. Congress held in the Hague in August 1996, the Commission's term has ended and a new Study Group "Globalization of Retailing" has come into being under the Chairmanship of Prof. Alain Melton (Paris, France).

## 2.1 DOCUMENTATION ON THE LITERATURE:

For tracing out the development of any area of study, it becomes imperative to make an in-depth study of the literature available in the particular branch of knowledge. It is only after going through the available literature that the details of development are prepared. Actually, there has been a major lacuna in the area of preparation or listing of bibliographies/inventories/reviews on Marketing Geography in the country. Of late, geographers in India have started taking interest in this sub-field of Geography. It is Shafi (1972) who presented the first list of available literature on marketing geography although the paper concerned was not entirely on marketing geography only rather together with the geography of transport as well. Saxena (1977), of course, presented an independent review on this sub-field. The Indian Council of Social Science Research has been working to promote the cause of social sciences and it brought out surveys on various disciplines of social sciences. Likewise in Geography, too, it published three volumes on survey of research in geography. In the first volume (1972), Shafi wrote the review in this sub-field along with the Geography of transport., as has already been mentioned. During 1979, another volume of the survey came out with an article on "Geography of transport and marketing" by J. Singh which included hardly a few works on marketing geography under the references. During the early 1980s, the Council again

brought out another survey of research in geography in which Jaya Shanker (1984) wrote the review paper entitled 'Marketing Geography'. However, the efforts made by scholars to present review papers on marketing geography in the aforesaid surveys have been too short to present the list (s) of literature available in this sub-field of geography (The fourth volume on Survey of Research in Geography is being released shortly). On the other hand, the articles/papers appeared in the journals, and/or books have, of course, tried to dig out the works/literature on marketing geography.

In this direction, after the presentation by Saxena (1977), Sami (1980) wrote a conceptual review on the geography of retailing. Singh (1980), in his presidential address to the Indian Council of Geographers, presented a brief review on the subject. At the beginning of the 1980s, Dixit and Verma presented the ever first long list on bibliographic material on marketing geography. Another effort was made by them in 1988 while they worked on a research paper, An inventory of bibliographies on geography of marketing and commercial activities in India. Sinha (1983, 1984, 1986, 1988, 1990, 1992) made indepth studies on producing the lists of references, reviews, bibliographies, and inventories on the literature on marketing geography in India. He devoted one of his books totally on documentation on research information about geography of marketing and commercial activities in India (1990). Dixit is credited for producing the largest literature on this sub-field of

geography, marketing geography (Gormsen, 1985, pp.77-107; and Metton, 1989-90, pp.190-92). Srivastava (1984) presented the progress made in the area of marketing geography in India while in an other effort he presented a trend report on geography of commercial activities (1988). Table 1 shows the list of reviews, bibliographies, and inventories on the literature on marketing geography in India arranged chronologically as well as alphabetically.

TABLE 1 : REVIEWS, BIBLIOGRAPHIES, AND INVENTORIES  
ON MARKETING GEOGRAPHY IN INDIA

(A) Chronologically:

DECADE/YEAR	AUTHOR	DECADE/YEAR	AUTHOR
1970s		1980s	
1972	Shafi, M.	1986	Dixit, R.S.
1975	ICSSR*	1986	Sinha, B.N.
1977	Saxena, H.M.	1988	Ahmad, A. and Raza, M.
1979	Singh, J.	1988	Dixit, R.S.
1980s		1988	Dixit, R.S. and Verma, D.N.
1980	Dixit, R.S. and D.N. Verma	1988	Srivastava, V.K.
1980	Sami, A.	1990s	
1980	Singh, L.R.	1990	Dixit, R.S.
1983	Dixit, R.S.	1992	Dixit, R.S.
1983	Sinha, B.N.	1992	Dixit, R.S.
1984	Dixit, R.S.		
1984	Jayashanker, D.C.		
1984	Sinha, B.N.		
1984	Srivastava, V.K.		
1984	Tiwari, R.C. and Tripathi, S.		

\* The ICSSR is bringing out the ICSSR Journal of Abstracts and Reviews: Geography, since 1975 annually.

## (B) Alphabetically:

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AUTHOR	YEAR	TITLE OF WORK
<hr/>		
1. Ahmad, A. & M. Raza	1988	The Geography of India (1982-1987)
2. Dixit, R.S.	1983	Marketing Geography - A Viewpoint
3. Dixit, R.S.	1984	Marketing Geography and Market Centres
4. Dixit, R.S.	1986	Geography of Commercial Activities - Furtherance of Marketing Geography
5. Dixit, R.S.	1988	Marketing Geography - Retrospect and Prospect
6. Dixit, R.S.	1978	Geography of Marketing and Commercial Activities
7. Dixit, R.S.	1972	Geography of Commercial Activities
8. Dixit, R.S.	1972	Geography of Commercial Activities - Progress of Studies on Periodic Marketing in India
9. Dixit, R.S. & D.N. Verma	1980	Marketing Geography - A Bibliographic Note
10. Dixit, R.S. & D.N. Verma	1988	An Inventory of Bibliographies on Geography of Marketing and Commercial Activities in India
11. ICSSR	1975	ICSSR Journal of Abstracts and Reviews : Geography (Annual Volumes) 1975 onward
12. Jayashankar, D.C.	1984	Marketing Geography
13. Sami, A.	1980	The Geography of Retailing - A Conceptual Review
14. Saxena, H.M.	1970	Marketing Geography - A Review
15. Shafi, M.	1972	Geography of Transport and Marketing
16. Singh, J.	1979	Geography of Transport and Marketing
17. Singh, L.R. (ed.)	1980	Recent Trends in Indian Geography
18. Sinha, B.N. (ed.)	1983	Progress of Geographical Research in India
19. Sinha, B.N. (ed.)	1984	Progress of Geographical Research in India
20. Sinha, B.N. (ed.)	1986	Trends in Geographical Research in India
21. Srivastava, V.K.	1984	Progress of Marketing Geography in India
22. Srivastava, V.K.	1988	Geography of Commercial Activities - A Trend Report
23. Tiwari, R.C. & Tripathi, S.	1984	Vipnan Bhugol

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Besides, the task of publishing the abstracts of research papers published in various research journals have also been taken up by scholars and governmental organization(s). In this connection, two references are of utmost significance. The one, edited by A. Ahmad and M. Raza on the occasion of The 26th International Geographical Congress held in Sydney in 1988, and the other one, The Indian Council of Social Science Research, New Delhi's ICSSR Journal of Abstracts and Reviews : Geography (Vol.1, 1975 onward). These publications have included various sections on various branches of geography giving the abstracts of papers with complete reference to each paper. Thus, Marketing Geography has also been included as a Section along with Transportation and Communication both by the scholars as well as by the ICSSR. The ICSSR has till now published nineteen volumes (upto 1993) of its journal on Geography. The journals have also included, at the end, the author-wise index and the region-wise index too. These publications have played equally a great role in documentation on research information on marketing geography as well.

## 2.2 RESEARCH PAPERS

Following an archival research, the author has come across 518 research papers including published papers, short papers, abstracts and unpublished papers contributed to the

sub-field of marketing geography by the Indian scholars. The inventory has been developed in the form of typologies based on sub-themes of the research papers in two ways:

The first typology presents a chronological panorama of papers under 16 different perspectives of market studies, viz., 1. Role, 2. Origin/Evolution, 3. Location/Distribution, 4. Transport Network, 5. Typology, 6. Centrality/Hierarchy, 7. Trade Area, 8. Structure/Morphology, 9. Consumer/Trader Behaviour, 10. Synchronization/Rings/Cycles, 11. Traditional Exchange and Periodic Marketing, 12. Urban or Daily and Agricultural or Regulated Markets, 13. Function, 14. Goods/Commodities, 15. Planning, and 16. Others. The thematic typology has been considered as an integral part of marketing studies. Gormsen (1985), Metton (1989-90), and Dixit (1990) have adopted this approach in tracing out the development or progress of studies on marketing geography. The second typology, on the other hand, reveals the contribution including authors' names under the same 16 perspectives mentioned above. It is important to note that most of the articles have appeared during the last two decades i.e., 1970s and 1980s. Tables 2(i) and 2 (ii) illustrate these points clearly.

The tables show that upto the last decade, the largest number of articles on a particular topic were written on location/distribution, the number being 142. Second to this

TABLE 2(1) : THEMATIC TYPOLOGY OF RESEARCH PAPERS UNDER VARIOUS PERSPECTIVES :  
DECADE-WISE

Decade	No. of Papers	No. of Per- spe- cti- ves	Number of Articles Under Various Perspectives															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1930s	8	5	-	-	4	-	-	-	3	-	-	-	3	-	-	5	-	2
1940s	8	7	-	-	5	-	-	-	3	-	-	-	5	2	1	5	-	1
1950s	8	6	-	2	4	-	-	-	4	-	-	-	5	-	-	4	-	3
1960s	33	15	9	14	23	6	3	1	19	3	3	-	9	6	8	13	2	5
1970s	127	16	24	33	47	10	8	15	25	20	10	7	35	32	18	15	37	45
1980s	214	16	45	36	59	19	28	25	27	18	30	36	79	53	16	24	32	70
1990- 1995 only	120	16	Not Classified															
Total	518	16	78	85	142	35	39	41	81	41	43	43	136	93	43	66	71	126

1. Role, 2. Origin/Evolution, 3. Location/Distribution, 4. Transport Network, 5. Typology, 6. Centralization/hierarchy, 7. Trade Area, 8. Structure/Morphology, 9. Consumer/Trader Behaviour, 10. Synchronization/Cycles, 11. Traditional Exchange, 12. Urban/Regulated, 13. Function, 14. Goods/Commodities, 15. Planning, 16. Others.

TABLE 2 (ii) : THEMATIC TYPOLOGY OF RESEARCH PAPERS UNDER VARIOUS PERSPECTIVES:  
AUTHOR-WISE

Sl. No.	Perspectives	No. of Contributions	Researcher/Author (Number of Contributions)
1.	Role	78	DRS(11), SBK(3), TBG(3), VSC(2), NCAER(2), INDIA(9) = 31 + 47 OTHERS (1 EACH)
2.	Origin	85	DRS(10), SA(4), TBG(4), SVK(3), BKVS(2), SS(2) INDIA(9) = 34 + 51 OTHERS (1 EACH)
3.	Location	142	DRS(14), SVK(6), TBG(6), KV(3), SKR(3), RBP(3) SE(3), JAG(2), JMM(2), PC(2), SU(2), WS(2) SHM(2), CAER(2), INDIA(9) = 63 + 79 (1 EACH)
4.	Transport Network	35	DRS(6), TBG(5), INDIA(9) = 20 + 15 OTHERS (1 EACH)
5.	Typology	39	DRS(14) TBG(3), SVK(2), INDIA(9) = 28 + 11(1 EACH)
6.	Centrality	41	DRS(9), SVK(3), SHO(2), SLR(2), INDIA(9) = 25+16 (1 EACH)
7.	Trade Area	81	DRS(9), DAK(3), RBP(2), ASM(2), CAB(2), KG(2), SHM(2), SU(2), INDIA(9) = 33 + 48 OTHERS (1 EACH)
8.	Structure	41	PC(3), SHM(3), SA(2), SJP(2), INDIA(9) = 19 + 22
9.	Consumer/Trader Behaviour	43	DRS(6), DAK(4), SVK(3), CK(2), GDA(2), TBG(2), INDIA(9) = 28 + 15 OTHERS (1 EACH)
10.	Synchronization	43	DRS(14), SVK(3), TBG(3), GAD(2), INDIA(9) = 31 + 12 OTHERS (1 EACH)
11.	Traditional Exchange	136	TBG(12), DRS(10), SVK(5), GDA(5), KV(3), SHM(3), SKR(3), WS(3), SE(3), CK(2), JAG(2), GK(2), TRC(2), RPP(2), INDIA(9) = 66 + 70 OTHERS (1 EACH)
12.	Urban/Regulated	93	DRS(6), SA(5), DAK(3), SHM(3), SLR(3), GPK(2), RKVS(2), RPP(2), WS(2), INDIA(9) = 37 + 56
13.	Function	43	DRS(2), SA(2), INDIA(9) = 13 + 30 OTHERS (1 EACH)
14.	Goods	66	RKC(2), RBP(2), SU(2), WS(2), INDIA(9) = 17 + 49
15.	Planning	71	DRS(6), SLR(3), GPK(2), WS(2), NCAER(4), INDIA(9) = 26
16.	Others	126	DRS(9), TBG(7), SVK(6), SA(3), SLR(3), VSC(2), SSB(2) RPB(2), SKR(2), JDC(2), INDIA(9) = 52 + 74.

ABBREVIATIONS : ASM (Alam, S.M.), CK (Chandran, K.), CAB (Chatterjee, A.B.), DRS (Dixit, R.S.), DAK (Dutta, A.K.), GDA (Gadam, DA), GPK (Gupta, (Gupta, P.K.), JAG (Jamkar, A.G.), JMM (Jana, M.M.), JDC (Jayashankar, D.C.), KG (Krishnan, G.), PC (Parvathi, C.), RKC (Ramkrishna, K.C.), RBP (Rai, B.P.), RKVS (Rao, K.V.S.), RPP (Rao, P.P.), SA (Sami, A.), SHM (Saxena, H.M.), SJP (Singh, J.P.) SLR (Singh, L.R.), SSB (Siongh, S.B.), SU (Singh, U.), SHO (Srivastava, H.O.), SKR (Srivastava, K.R.), SVK (Srivastava, V.K) SS (Subbaih, S.), SE (Swaminathan, E.), TBG (Tamaskar, B.G.), TRC (Tiwari, R.C.), VSC (Verma, S.C.), WS (Wannali, S.).

was the aspect relating to the traditional exchange (136). On the other hand transport network, typology, centrality and hierarchy, trade area, structure/morphology, consumer/trader behaviour, synchronization and functional analysis of market centres have attracted a few scholars only. Thus, it has been observed that a large number of papers dealt with a few particular topics, while a few number of papers dealt with a large number of topics. As far as it is related to decade-wise progress while 1930s, 1940s, and 1950s saw only 9 papers, each, the 1960s, 1970s and 1980s have given 33, 127, and 214 papers respectively. This clearly shows that there has been a tremendous increase in the number of studies in form of research papers.

### 2.3 RESEARCH PROJECTS:

It is another aspect of development of studies on marketing geography. The successful completion of research projects on marketing geography has added a lot to the development of this area of study. There are two types of research projects : one, which is related to the award of a University degree like a post-graduate degree or a doctoral degree, and the other one which is a post-doctoral, and other project - not related to the award of any University degree.

TABLE 3(i) : DISSERTATION BY INDIAN SCHOLARS  
DECADE-WISE

SL.NO	DECADE	YEAR	SCHOLAR
1.	1950s:	1958	Singh, S.M. (M.A.), B.H.U.
2.		1959	Rao, R. (D. Phil.), Allahabad Univ.
3.	1960s:	1962	Singh, K.N. (Ph.D.), B.H.U.
4.		1964	Barnum, H. (Ph.D.), Berkley Univ.
5.		1964	Sinha, D.P. (Ph.D.), South Illinois Univ.
6.		1966	Vishwanath, M.S. (Ph.D.), B.H.U.
7.		1968	Sinha, M.K. (M.C.P.), I.I.T., Kharagpur
8.	1970s:	1971	Saxena, H.M. (Ph.D.), Udaipur Univ.
9.		1973	Kumavat, B.L. (Ph.D.), Udaipur Univ.
10.		1975	Sami, A. (Ph.D.), Rajasthan Univ.
11.		1976	Nolakha, R.L. (Ph.D.), Rajasthan Univ.
12.		1977	Geetha, T. (M. Phil.) Madurai Univ.
13.		1977	Swaminathan, F. (Ph.D.), Madras Univ.
14.		1978	Chandran, K. (M.Phil.), Madurai Univ.
15.		1978	Gedam, D.A. (Ph.D.), Nagpur Univ.
16.		1978	Parvathi, C. (Ph.D.), Cambridge Univ.
17.		1978	Wanmali, S. (Ph.D.), Cambridge Univ.
18.		1979	Maidamwar, G.T. (Ph.D.), Nagpur Univ.
19.		1979	Rathore, N.S. (Ph.D.), Udaipur Univ.
20.		1979	Vishwanath, V.V. (Ph.D.), Madras Univ.
21.		1979	Dixit, R.S. (Ph.D.), Allahabad Univ.
22.	1980s:	1980	Mohanty, S.K. (Ph.D.), Allahabad Univ.
23.		1980	Srivastava, H.D. (Ph.D.), Gorakhpur Univ.
24.		1982	Ram, U. (Ph.D.), Gorakhpur Univ.
25.		1983	Nath, V. (Ph.D.), Gorakhpur Univ.
26.		1983	Sharma, P.K. (Ph.D.), Utkal Univ.
27.		1983	Srivastava, K.R. (Ph.D.), Jabalpur Univ.
28.		1984	Awasthi, N. (Ph.D.), Bhagalpur Univ.
29.		1984	Hugar, S.I. (Ph.D.), Dharwad Univ.
30.		1987	Verma, R.D. (Ph.D.), Bhagalpur Univ.
31.		1987	Tiwari, K.N. (Ph.D.), Dharwad Univ.
32.		1983	Jain, A.K. (Ph.D.), Sagar Univ.
33.		1986	Surat, R. (Ph.D.), Sagar Univ.
34.		1986	Nath, T. (Ph.D.), Gorakhpur Univ.
35.		1989	Khan, M. (Ph.D.), Aligarh Muslim Univ.
36.	1990s:	1991	Talikoti, N.B. (Ph.D.), Shivaji Univ.
37.		1992	Lal, N. (Ph.D.) Gorakhpur Univ.
38.		1992	Trivedi, V. (Ph.D.), Indore Univ.
39.		1993	Singh C.S. (Ph.D.), Gorakhpur Univ.
40.		1994	Chandra, A. (Ph.D.), Gorakhpur Univ.
41.		1995	Srivastava, R.K. (Ph.D.), Avadh Univ.
42.		1996	Chaturvedi, U. (Ph.D.), Avadh Univ.
43.		1996	Dixit, A. (Ph.D.), Avadh Univ.

Note : Also, (44) Ibrahim, R. (Ph.D., 1984), Delhi University  
and Marugain, P.K. (Ph.D., 1994), Jamia Millia Islamia  
University.

TABLE 3 (ii) : DISSERTATIONS BY INDIAN SCHOLARS -  
UNIVERSITY-WISE

UNIVERSITY	No. of Disser- tations	SCHOLAR/YEAR
Allahabad	2	Dixit, R.S., 1979; Rao, R., 1959.
Aligarh	1	Khan, N., 1989.
Avadh	3	Srivastava, R.K., 1995; Dixit, A., 1996; Chaturvedi, U., 1996;
B.H.U.	3	Singh, S.N., 1958; Singh, K.N., 1962; Viswanath, M.S., 1966.
Bhopal	1	Awasthi, N., 1984.
Bhubaneshwar	2	Chanty, S.K., 1980; Sharma, P.K., 1983.
Berkley	1	Barnum, H., 1964.
Cambridge	1	Wanmali, S., 1978.
Dharwad	1	Hugar, S.L., 1984.
Gorakhpur	9	Srivastava, H.D., 1980; Ram, U., 1982; Nath, V., 1983; Nath, T., 1986; Surat, R., 1986; Tiwari, K.N., 1987; Lal, N., 1992; Singh, C.S., 1993; chandra, A., 1994.
Illinois	1	Sinha, D.P., 1964.
Indore	1	Trivedi, V., 1992.
Kanpur	1	Verma, R.D., 1987.
Kharagpur	1	Sinha, M.K., 1968.
Madras	3	Geetha, T., 1977; Vishwanath, V.V., 1979; Swaminathan, F., 1976.
Madurai	1	Chandra, K., 1978.
Mysore	1	Parvathi, Parvathi, C., 1978.
Nagpur	2	Gedam, D.A., 1978; Maidamwar, G.T., 1979.
Patna	1	Sami, A., 1975.
Rajasthan	1	Nolakha, R.L., 1976;
Sagar	1	Jain, A.K., 1988.
Shivaji	1	Talikoti, N.B., 1991.
Udaipur	3	Saxena, H.M., 1971; Kumavat, B.L., 1973; Rathore, N.S., 1979.

TABLE 4 : RESEARCH PROJECT REPORTS OTHER THAN DISSERTATIONS  
BY INDIAN SCHOLARS

Sl. No.	Decade	Year	Scholar	Sponsoring Department/ Institute, etc.
1.	1960s:	1961	Prakash Rao, V.L.S.	Ministry of Health, New Delhi.
2.		1967	Khan, W.	Metropolitan Research, Hyderabad.
3.	1970s:	1970	Karwe, I. & Acharya, H.	ICSSR, New Delhi.
4.		1971	Joshi, V.K.	S.P. University.
5.		1979	Tamaskar, B.G.	U.G.C., New Delhi.
6.	1980s:	1980	Saxena, H.M.	ICSSR, New Delhi.
7.		1980	Patil, S.P. & Pawar, J.R.	Mahatma Phule Krishi, Bombay.
8.		1980	Raju, V.T. & Oppe, von M.	ICRISAT, Hyderabad.
9.		1982	Raju, V.T. & Oppen, von M.	CRISAT, Hyderabad.
10.		1982	Srivastava, V.K.	ICSSR, New Delhi.
11.		1983	Wanmali, S.	IFRI, Washington, D.C.
12.		1984	Dixit, R.S., IC	ICSSR, New Delhi.
13.		1988	Dixit, R.S.	ICSSR, New Delhi.
14.		1989	Dixit, R.S.	UGC, New Delhi.
15.	1990s:	1990	Saxena, H.M.	ICSSR New Delhi.
16.		1991	Dixit, R.S.	Nagoya Univ. (Japan).
17.		1994	Hugar, S.I.	ICSSR, New Delhi.

The author has traced some significant dissertations related to the award of University degrees which have been shown in Table 3(i) and (ii). Table 3 (i) shows the chronological list of dissertations, mostly doctoral ones. More than three and a half dozens of such dissertations have been completed in the area of marketing geography in various Universities, at least two dozens in number. To be exact,

there are two M.Phil., one M.A., one M.C.P., and the rest Ph.D. dissertations in the list. Also the research contributions in this direction, although, started from the 1950s, but most of the contributions belong to the 1970s, 1980s, and 1990s which again shows that there has been a tremendous progress in this direction too during the last three decades. Indian scholars have shown keen interest in taking up various research projects mostly at the post-doctoral level, sponsored by research institutes/departments of the governmental/non-governmental agencies in the country. Some significant details of these projects have been provided in Table 4. It is clear from the table that one and a half dozens of projects have been completed by the Indian scholars in this sub-field of geography.

In addition, some other significant projects -- both the doctoral and the post-doctoral -- have also been traced by the author. These projects have either been completed or are in progress. Some of them are as follows:

1. Ahmad, I., Geography of Transport and Market Centres in Western U.P., Aligarh University.
2. Banerjee, C., Variations in Insurance Credit Facilities in Rural Development in West Bengal with special reference to Rural Development in West Bengal with special reference to Siliguri Naxalbari Area, North Bengal University.

3. Chauhan, K.S., Spatial Development of Market Centres in Bhagalpur District, Bhagalpur University.
4. Gupta, R.N.P., Spatial Development of Market Centres in Bhagalpur District, Bhagalpur University.
5. Nayak, H.P. System and Network of Agricultural Market Places in U.P., Avadh University.
6. Patil, B., Weekly Markets in Bijapur District.
7. Sengupta, S.K., Behaviour of Spatial Development in Land Value in Bangalore Metropolitan Area, North Bengal University.
8. Mukhopadhyaya, T., Retail Commercial Structure of Greater Bombay, Bombay University.
9. Umamaheswari, P., Wholesale Function of Bombay and its Spatial Linkages, Bombay University.
10. Aruna, C.K., Role of Agricultural Market Centres in Urban and Regional Development, Osmania University.
11. Jamkar, A.G., The Periodic Marketing System and Network in Dhule District, Nagpur University.
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16. Sayed, Z.A., The Rural Tribal Market Area of Dangs District, Baroda University.
17. Verma, S.R., A Study of Weekly Market Centres of District Saharanpur, Meerut University.
18. Gholag, T.N., Distribution of Livestock and Fodder Supply in Maharashtra, Shivaji University.
19. Kumar, B.S., Periodic Markets and Rural Development of Purnia Plain, Banaras Hindu University 27003
20. Srivastava, M.C. Market Centres and Rural Development in Southern Rajasthan, Vagad Region, Baroda University.
21. Ukey, K.A., Cattle Marketing System and Network in Aurangabad District, Nagpur University.
22. Wankhedo, S.B., The Periodic Marketing System and Network in Aurangabad District, Nagapur University.
23. Yadav, D.P., Marketing Geography of the Urban Fringe of Varanasi, Gorakhpur University.
24. Geeta, T.A., Spatial Analysis of Periodic Markets in Dharampuri District, Madras University.
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28. Thakure, B.D., Livestock Market Place Exchange System and Network in Nask District (M.S.) - Case Study, Nagpur University.
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#### TEXT BOOK PROJECT AND TEXT BOOKS:

It is a matter of great satisfaction and pride that a dozen Indian Universities have introduced Marketing Geography as a special paper in the post-graduate programme. Hence, regular teaching in this area of geography has already started. This step has given a steep rise to the progress of studies on marketing geography as more and more students like to go-in-for M.Phil., and Ph.D. programmes in marketing geography. Some of the significant states of the country which have included marketing geography in some of their University syllabii are : Uttar Pradesh, Madhya Pradesh, Maharashtra, Rajasthan and Karnataka. In view of this, it has become imperative to produce text books in this area of study. However, the author has located only two text books : Geography of Marketing/Marketing Geography (1984) revised and republished in 1990 by H.M. Saxena; and Vipanan Bhugol (1996) by V.K. Srivastava and R.S. Dixit. Thus, only one text book in English language by Saxena, and only one text book in

Hindi language by Srivastava and Dixit have been produced. Credit goes to Madhya Pradesh Hindi Granth Academy, Bhopal, for the Hindi language text book by Srivastava and Dixit which is actually the outcome of a text-book-project sponsored by the Madhya Pradesh Hindi Granth Academy. Keeping in view that only one text book project and only two text books have been completed in Marketing Geography till now, there is an utmost need for production of such material in the country. And it is significant to mention that the introduction of the syllabus at the post-graduate level in the Indian Universities will play a great role in the Development of Marketing Geography in India during the coming years.

## 2.5 RESEARCH WORKS:

The production of research books in the sub-field of marketing geography has considerably added to the development of this area of study in the country. It is actually these books which provide major guide-lines to the scholars for further work. It has been observed that on the basis of the themes discussed in these books, a number of scholars have started doctoral research in this area of study. It has also been observed that, primarily, these books themselves have developed out of doctoral dissertations (and post-doctoral non-governmental agencies. Some of such significant works

TABLE 5 : RESEARCH BOOKS ON MARKETING GEOGRAPH

## (A) Chronologically:

DECADE	YEAR	AUTHOR	DECADE	YEAR	AUTHOR
1930s:	1937	Hussain, S.A.	1970s:	1979	Leon, S.
1950s:	1951	Kulkarni, K.R.	1980s:	1980	Sami, A.
	1953	Mitra, A.		1980	Wanmali, S.
	1956	Baranu, H. & Baneja, J.D.		1982	Ramchandran H
1960s:	1965	NCAER		1984	Dixit, R.S.
	1965	Johnson, E.A.J.		1985	ICRISAT
	1968	Sinha, D.P.		1987	Srivastava, VK
1970s:	1972	NCAER		1988	Dixit, R.S.
	1975	Chaudhary, S.		1988	Srivastava, VK
	1975	Saxena, H.M.	1990s:	1990	Dixit, R.S.
	1978	Pal, M.K.		1992	Dixit, R.S.
				1992	Saxena, H.M.
				1993	Jain A.K.

## (B) Alphabetically: Author-wise

AUTHOR	YEAR	AUTHOR	YEAR
Barnum, H. &	1956	Mitra, A.	1953,
Baneja, J.D		NCAER	1945, 1972
Chaudhary, S.	1975	Pal, M.K.	1978
Dixit, R.S.	1984, 1988	Ramchandran, H.	1982
	1990, 1992	Sami, A.	1980
Hussain, S.A.	1937	Saxena, H.M.	1975, 1990
ICRISAT	1985	Sinha, D.P.	1968
Jain, A.K.	1993	Srivastava, V.K.	1987, 1988
Johnson, E.A.J.	1965	Wanmali, S.	1980
Kulkarni, K.R.	1951		
Leon, S.	1979		

contributed by Indian scholars have been traced by the Author (Table 5). The table clearly shows that with the passage of time, the number of research books is increasing fast. At least two dozens of such research books have been authored by the scholars in marketing geography. The table demonstrates clearly that during the last decade a good number of researchers considerably added to the literature on marketing geography by way of producing research books. Even the outcome of the present decade i.e., 1990s is quite encouraging as upto 1993 only four such books have been published. It has also been observed that marketing geography has been perceived from micro-level study to macro-level study in the country. The case studies of places/towns/markets (Sami, 1980; Dixit, 1992) have been taken up on the one hand, while country level works (Johnson, 1965; Dixit, 1990; NCAER, 1972; Wanmali, 1983) on the other. At the regional/state level (Barnum, 1956; Dixit, 1984; Hussain, 1937; Jain, 1993; Leon, 1979; Saxena, 1990; Wanmali, 1980), a large number of works have been completed.

## 2.6 ACADEMIC MEETS:

Academic discussions and sharing of views/opinions play a pivotal role in the development of knowledge. This is equally true to the development of marketing geography as well. With the establishment of the International

Geographical Union Study Group on Geography of Commercial Activities in IGU Congress held in France (1984), seminars/symposia/workshops/conferences have started taking place in India also in the area of marketing geography. Although, a large number of academic meets have taken place till date, for want of time and space, only some significant ones especially held on marketing geography are taken up here for reference. Rather, in 1983 only, an All India Symposium on the Impact of Weekly Markets on Rural Societies was held in the Department of Geography, Madurai University in which at least one and a half dozens of research papers were discussed in marketing geography. During the same year only, i.e., 1983, the International Workshop on Agricultural Markets in the Semi-Arid Tropics was held at the International Crop Research Institute for the Semi-Arid Tropics, at Patancheru, Hyderabad, the papers of which have been published in 1985 under the title Agricultural Markets in the Semi-Arid Tropics. This publication contains 38 papers under five sections : Agricultural Market Channels, Spatial Organization of Rural Markets, Economic Efficiency of Agricultural Markets, Equity Aspects of Agricultural Markets, and the Range of Public Interventions.

An International Conference of the IGU Study Group on Geography of Commercial Activities was held in Gorakhpur in 1985, the papers of which have been published in 1988 under the title, Commercial Activities and Rural Development in

South Asia. The publication contains as many as 45 research papers divided under four major themes : Current status and trends of Research in Commercial Geography, Analysis of Commercial Activities, Rural-Urban Linkages and Development, and Rural Development - Issues, Strategies, and Planning Policy.

A National Workshop on Regulation and Management of Agricultural Produce Markets was held in 1984 at Jaipur while an other National Workshop on Agricultural Markets was held at Lucknow in 1985.

During 1991, an International Conference was organized on IGV Commission on Commercial Activities in Gorakhpur in which various themes were discussed keeping in view the objectives of the newly formed Commission on Geography of Commercial Activities in IGV Congress held in Sydney (1988). A National Seminar was held at Gorakhpur in 1993 in which eight major themes were discussed : Spatial Organization of Commercial Activities; Ecological Perspectives of Commercial Activities and Environment, Commercial Activities and Development; Resource Utilization and Development of Hills, Plateaus, and Mountains; and Ecological and Developmental Planning.

During March 1995, an International Conference on Commercial Activities and Regional Development - The Indian Ocean Region was organized by the International Geographical

Union Commission on Geography of Commercial Activities at Delhi. In this conference, eight regions were included for discussion : Indian Ocean Proper, Arabian Sea Region, Bay of Bengal Region, Gulf Region, Antarctica Region, South-China Sea Region, Ocean Islands, and the Pacific-Atlantic rim. The streams and sub-themes had been divided under five major heads : Theoretical and General, Spatial, Environmental, Ethical, and Technological.

During these academic meets more than 200 research papers under the broad spectrum of marketing geography were discussed. The significance of these meets can very well be understood in the development of the sub-field of marketing geography in the country.

## 2.7 ACADEMIC ORGANIZATIONS

Academic organizations, too, play a great role in the development of knowledge. A few organizations have come up in the country in this area of study as well. These organizations make efforts in the direction of development of the area of study by way of organizing academic meets, and publishing journals and other relevant material on the subject. In case of marketing geography, the following points are to be noted:

The Association of Marketing Geographers of India (Gorakhpur) came into being in 1981. It started publishing a research journal, Market Studies, from 1983. The first volume was released at the Fifth Indian Geography Congress at Aligarh (1983). Although, irregularly published, yet this academic body is making efforts to bring out its organ renamed as the Indian Journal of Marketing Geography. The Sixth Volume (1988) has just been released (in 1996).

During 1982, the Commission on Geography of Marketing (of the National Association of Geographers, India) was established at the 4th Indian Geography Congress at Bombay University under the Chairmanship of Prof. L.R. Singh (November 1982). Since this year, the annual sessions of the Commission have been organised by the NAGI on the occasion of Indian Geography Congress every year.

The International Crop Research Institute for the Semi-Arid Tropics Patancheru, Hyderabad in Cooperation with the Geography Department of Osmania University, Hyderabad, and the International Geographic Union Working Group on Market Place Exchange Systems organized an International Workshop on Agricultural Markets in the Semi-Arid Tropics in October 1983. One of the recommendations of this workshop was:

In order to channelize adequately the Intellectual interest that has been generated in market studies by this Workshop, it recommends that a 'Working Group in Market

Studies' be set up in India with the object of providing a multi-disciplinary forum to pool together intellectual researches available in order (i) to accelerate research on marketing with a view to appreciating its complex problems and processes, (ii) to bring together scholars of varied disciplines to present their research findings; and to emphasize the need of continuing market research as an aid to speeding up the process of economic development.

Thus, for the first time in India, at the International level, it was desired to give rise to an academic body or unit within the International Geographical Union in the sub-field of Marketing Geography to play the pivotal role in its progress.

During the early 1990s, the International Geographical Union Commission on Commercial Activities Chairperson gave rise to a club named, The First Fifty Founder Members Club. In this club, 50 members were admitted to extend their valuable views relating to the developmental activities of the IGU Commission on Commercial Activities.

### 3. OVERVIEW AND CONCLUSION

The dimensions and the trends of progress of work in marketing geography in India considered in the aforesaid discussion yield the results shown in Table 6.

TABLE 6 : DIMENSIONS AND TRENDS OF PROGRESS OF WORK IN  
MARKETING GEOGRAPHY IN INDIA

Particulars	Before 1960s	1960s	1970s	1980s	1990s (till 1996)	Total
1. Documentational Works - Papers and Book(s)	-	-	4	16	3	= 23
2. Research Papers/ Short Papers	24	33	127	214	120	= 518
3. (i) Research projects- Dissertations	2	5	14	15	9	= 45
(ii) Research Projects- Other than Dissertations- (3(i) + 3(ii))	- (2)	2 (7)	3 (17)	9 (24)	3 (12)	17 (62)
4. Text Book Project/ Text Books	-	-	-	1	2	= 3
5. Research books	4	3	5	8	4	= 24
6. Academic Meets	-	-	-	5	3	= 8
7. Academic Organizations	-	-	-	3	1	= 4
Total	30	43	153	271	145	= 642

The statistics provided in the table make it crystal clear that during the various periods mentioned, the development of marketing geography, broadly speaking, from every stand point, has been considerable in comparison to any previous decade. Here, it must be made clear that the decade, 1990s, is only half-passed, hence the numbers relating to various particulars of development have to be

smaller for the 1990s. Thus, in case of production of documental works, the progress during the 1980s has been considerably fast over the last decade ( $4 + 16 = 20$ ). As regards research papers, the progress has been too fast ( $24+23+127+214 = 398$ ) upto 1980s. With respect to research project reports, the increase has again been fast ( $2+7+17+24 = 50$ ). Relating to text book project and text books, work has only started from the 1980s. In connection with the production of Research books, the increase has shown fast development during the last three decades ( $3+5+8 = 16$ ). In case of academic meets and organizations as well, the developmental work has only started from the 1980s. Taking all these aspects into consideration from before 1960s till the mid of 1990s, the development, thus, has been as  $30+43+153+271+145 = 642$ . Thus, it is fairly fair to mention that the developmental work during the present decade would see highly favourable results after completion of the 1990s. In view of this, it would not be unfair to understand that a considerable amount of knowledge is going to be added to this field of geography during the present time only.

The geography scholars in the country have shown keen interest in carrying out researches on various perspectives of marketing geography in India. It is a good sign that the numbers of both the researchers and the researches have been considerably increasing during the past decades.

Besides, in several Indian universities, marketing geography has been included in the programme for the postgraduate courses as a special paper. In the various national and international conferences in India, research papers are specifically invited for discussion under the section/session scheduled for marketing geography.

An organization (at the national/international level) named the 'Association of Marketing Geographers of India' has come into being. It brings out a research journal also entitled "The Indian Journal of Marketing Geography".

To promote research work in this sub-field of geography, a Commission, named, Geography of Marketing has come into existence. In addition, national/international conferences, symposia, seminars workshops on Geography of Marketing have also been held in the country during the recent past.

Thus, there are sound bases to understand that, by this time, in India, Marketing Geography has achieved the status of a branch of its parent discipline, Geography. Within the present frame-work, therefore, it is safely remarked that, basically, the formative stage has been achieved by Geography of Marketing in the country and with continued research work, its literature is being enriched constantly. Marketing

Geography: thus, is passing through the informative stage (after completing the formative stage), while the conformative and the reformative stages, a matter of constant multi-dimensional work and process, are, rather, far-ahead.

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